



**FARMERSVILLE MAIN STREET BOARD MEETING
AGENDA ~ June 10, 2019**

*4:30 P.M. Farmersville City Hall
205 S. Main St. Farmersville, TX 75442*

I. PRELIMINARY MATTERS

- A. Call to order (Acting President Cooks)
- B. Roll Call (Secretary Moss)
- C. Recognition of visitors (Acting President Cooks)
- D. Texas Main Street Summer Professional Development, June 11-14, 2019, Mt. Pleasant, TX (Acting President Cooks)
- E. Announcement of new Board Member (Acting President Cooks)

II. PUBLIC COMMENT

Anyone wanting to speak is asked to speak at this time with an individual time limit of three (3) minutes. This forum is limited to a total of thirty (30) minutes. If a speaker inquires about an item, the Main Street Board or City Staff may only respond with (1) a statement of specific factual information; (2) a recital of existing policy; or (3) a proposal that the item be placed on the agenda of a future meeting.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

- A. Consider for approval the May 13, 2019 Main Street Board minutes (Board Members)
- B. Consider for approval the April & May 2019 Financial Statement, see attachments (Diane Piwko, Treasurer)
- C. Consider and approve monthly payments; see attachment (Board Members)
- D. Consider and discuss roles and responsibilities of the Main Street Board members; see attachment (Board Members)
- E. Discuss election of Board officers; see attachment for review (Responsibilities of the Board officers)

- F. Discuss Work Plan, goals and objectives of the Main Street Board (Board members/Main Street Program Manager)
- G. Discuss development of Core Values of the Farmersville Main Street Program (Board members/Main Street Program Manager)
- H. Discuss results of "Walk About"; see attached (Board members/ Main Street Program Manager)
- I. Discuss and consider Downtown Merchants Survey; attached (Board members/Main Street Program Manager)
- J. Project Updates/4B Funding Application for the new fiscal year (Board Members)
- K. Main Street monthly report; attached (Main Street Program Manager)
- L. City Manager's report and comments

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS (Board Members)

V. ADJOURNMENT

No action may be taken on comments received under "Recognition of Visitors". The Board may vote and/or act upon each of the items listed in the Agenda. This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive service must be made 48 hours prior to this meeting. Please contact the City Secretary's office at 972-782-6151 or FAX 972-782-6604 for further information.

I, Dana Mingo, Main Street Manager for the City of Farmersville, do hereby certify that this Notice of Meeting was posted in the regular posting place of the City Hall building of Farmersville, Texas in a place and manner convenient and readily accessible to the general public at all times, and said Notice was posted on June 6, 2019 by 4:30 P.M. and remained so posted continuously at least 72 hours proceeding the scheduled time of said meeting.



Dana Mingo. M.S., Main Street Manager

FARMERSVILLE MAIN STREET BOARD MINUTES

May 13, 2019

4:30 P.M. Farmersville City Hall

205 S. Main St. Farmersville, TX 75442

I. PRELIMINARY MATTERS

Call to order. The meeting of the Farmersville Main Street Board, was called to order at 4:36 pm by Mrs. Doris Cooks, Acting President.

Roll Call: Secretary Clifford James Moss called the roll. The following board members were present: Secretary Clifford James Moss, Acting President Mrs. Doris Cooks, Treasurer Diane Piwko and Board Member Jennifer Jiles. The Board Secretary reported a quorum. City Manager Mr. Ben White and Main Street Manager, Mrs. Dana Mingo, were also present. Several visitors were in the audience, as well.

Recognition of visitors: Acting President Cooks welcomed the visitors and acknowledged Council Liaison Donnie Mason.

II. PUBLIC COMMENT

There were no public comments, therefore the public comments sections was closed at 4:38 pm.

III. ITEMS FOR DISCUSSION AND POSSIBLE ACTION:

- A. **Discuss and approve the April 2019 Meeting Minutes:** Minutes were approved by all.
- B. **Consider for approval the March 2019 Financial Statements:** Treasurer Piwko motioned to approve the statements and Acting President Cooks, seconded.
- C. **Consider and discuss roles and responsibilities of the Main Street Board:** Acting President Cooks discussed and reminded the Board to review the roles and responsibilities outlined (attached). Refer to April 2019 minutes for detailed items.
- D. **Consider and discuss goals and objectives for the Main Street Board (Work Plan):**
 - 1. Discussion began with the Criteria 3 Annual Plan, where in the past had been completed with the assistance of the Board, City Manager and Mayor. It is part of the annual report, therefore it is essential that the Board partner with the Main Street Manager to complete.
 - 2. Review and be prepared to begin outlining and finalizing those areas we see pivotal to the success of our Main Street. Refer to April 2019 minutes for more detailed items.
 - 3. Examples of Work Plans developed by our sister cities within the Texas Main Street Program were given to the Board for review, to use as a guide.
 - 4. It is critical to remember to align the 4 points of the Main Street Program: Organization, Promotion, Design and Economic Restructuring.
 - 5. The work plan is due in November 2019, therefore adding content each month will be essential for the final submission.
 - 6. The discussion of a walk about through Main Street, by the Board members was presented. This effort can begin the planning process for prioritizing projects, to enhance our downtown area.

The Board will break into groups of 2 or 3, submit photos of needed improvement along with details of those recommendations by May 31, 2019.

7. The Board will then come together to debrief on their results for a final consensus of projects needing attention and set 1-5 year goal for aggressive completion.

E. Consider and discuss promotional videos for downtown:

1. The discussion began with ensuring we gather insight from the downtown merchants first, by use of a survey. Once we gather this info, the Board can then strategize ways for completion, through means of technology and paper form.
2. Manager Mingo will develop the survey of questions examples and send to the Board for input by May 17, 2019, the Board will then offer feedback, prior to the next meeting in June. The Board will then be prepared to discuss in detail and narrow down the survey questions for next steps in sending to the merchants.
3. If decided to use, possibly add a cultural and historical piece to a video and narrator. If so, will need to explore hiring a professional videographer. Manager Mingo stated, she is able to coordinate and create the video, to reduce any costly factors that could incur.
4. The discussion provided many ways to advertise through social media and the city website. Suggestion of creating new billboards and downtown shopping publications and travel magazines to enhance our visibility throughout the county. Chad Engbrock prints the In & Around magazine. He is a good resource to locate other agencies to place ads in. Treasurer Piwko will take the lead and research and bring back to the Board on costs and timelines.
5. Manager Mingo presented to the Board, our <https://www.farmersvillemainstreet.com/> site that is currently live now, could house our advertising and marketing efforts.
6. Also utilize technology such as barcodes for tourism and travel for Farmersville, is another idea that can be implemented. Also the Board recommended a plan to be put in place, for addressing our advertising and marketing needs throughout the year.
7. The overall consensus is to collaborate with downtown businesses and develop a plan to gain insight, to tell our story and ensure we keep it generic, so it does not become outdated.

- F. Recruitment of Board members:** Acting President Cooks discussed the need to add more members. It was stated in the February City Council meeting, to hold off until the new Main Street Manager was hired. The city advertises and works to recruit more applicants. The Board feels there were a few already on file with the city. Need to check with City Secretary on the applications. Board will table this until appointments from Council in May.

G. Main Street Monthly Activity Report:

1. Pretty busy for the month of April. Been prioritizing projects to ensure meeting the program goals. Along with planning for the completion of our work plan and core values, in collaboration with the Board.
2. Manager Mingo has been able to update our social media presence on Facebook with Farmers & Fleas and the Main Street Program. Will continue to share the events and successes we are accomplishing to increase community involvement.

3. May, Farmers & Fleas was a great success with over 35 vendors in attendance. We will begin tracking the number of visitors and also gain input from the vendors on any ideas to enhance their experience.
4. Soliciting volunteers to help out with Farmers & Fleas event, it tends to get hectic during the midday from 11-2 pm and also when the vendors are shutting down at 3.
5. Audie Murphy planning is underway, letters to Veterans have gone out, with the help of Linda Foy. Along with the ordering of hats and t-shirts for the event. The committee is continuing to make plans to ensure all areas of the day have been covered.

H. City Manager Report and Comments:

1. The city is working with Home Grown for repotting of the flowers in the square. Manager and Public Works will coordinate with one another to ensure completion within a few weeks. The tree downtown needs to be chopped down and then replaced. This is located on the corner of McKinney.
2. Now that the Main Street Manager is in place, the city will be able to move forward with many items being requested.
3. New vendor moving in by RSVP, Wood in Time BBQ. They are waiting permits from Collin County. So the opening has been pushed to later this summer.
4. The rapport is going great with the Board and City Manager White, commended those efforts being met.
5. A discussion about the increased traffic of big trucks throughout the square where it creates a problem:
 - i. Possibly the drivers are lost and could possibly incur destroying trees and cable connections driving down Main Street.
 - ii. Google maps provides certain routes for the truckers to use, therefore not much the city can do about this.
 - iii. Long term goal to help alleviate. is to have them travel down 2194 to be defined thoroughfare, alleviating the necessity to go down Sycamore Street by the cemetery.
6. A discussion on the 380 expansion, TXDOT has arrived at their conclusion, it is available on www.keeptmovingdallas.com.
 - i. Now the purple route, which is their assessment or what we call the southern route will come through Farmersville.
 - ii. There were a series of meetings with TXDOT discussing their decision and those in attendance were informed not to disclose the information to anyone. TXDOT then came out with their decision, where Council was not in favor of the chosen route.
 - iii. The chosen route is contrary to what our City Council would prefer. It is a sensitive subject right now, where the call for a resolution was halted due to TXDOT sending a letter advising Council not to respond and hold any comments during that time.
 - iv. TXDOT will work with any residential, businesses and churches who may be impacted by the change. It also appears TXDOT is getting increased heat from McKinney about the decision impacting their city, as well. More to come in the coming months, stay tuned.

IV. APPROVE ITEMS TO BE PLACED ON FUTURE AGENDAS –

1. Work Plan and Scheduled Timeline
2. Funding from 4B

V. ADJOURNMENT - The meeting was adjourned at 5:48 pm.

SIGNATURES:

Doris M. Cooks, Acting President

Clifford James Moss, Secretary



Farmersville Main Street
Operating Account
Financial Statement
Period: April 1-30, 2019

Beginning Balance:	April 1, 2019	<u>\$15,300.85</u>
Plus:	Farmers & Fleas Market income	\$135.00
	Audie Murphy Day income	<u>\$0.00</u>
		\$15,435.85
Less:	Farmers & Fleas Market expenses	\$192.00
	Audie Murphy Day expenses	<u>\$0.00</u>
		\$15,243.85
Designations	Restricted Audie Murphy Day Monies	\$ 8,446.43
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	<u>\$ 6,180.35</u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	April 30, 2019	<u>\$ 15,243.85</u>

Check Register:



Farmersville Main Street
Operating Account
Financial Statement
Period: May 1-30, 2019

Beginning Balance:	May 1, 2019	<u>\$15,243.85</u>
Plus:	Farmers & Fleas Market income	\$882.75
	Audie Murphy Day income	<u>\$350.00</u>
		\$16,476.60
Less:	Farmers & Fleas Market expenses	\$200.00
	Audie Murphy Day expenses	<u>\$2,843.21</u>
		\$13,433.39
Designations	Restricted Audie Murphy Day Monies	\$ 5,953.22
	Restricted Sign & Paint Grant Monies	\$ 450.00
	Restricted Farmers & Fleas Monies	<u>\$ 6,863.10</u>
	Unrestricted Funds	\$ 167.07
Ending Balance:	June 2, 2019	<u>\$ 13,433.39</u>
Check Register:		
check 4051	Mark Vincent	\$100.00
check 4052	Kathy's Quilts	\$1,000.00
check 4053	Mark Vincent	\$100.00
check 4054	Kathy's Quilts	\$1,843.21

**FARMERSVILLE MAIN STREET PROGRAM
PAYMENT APPROVALS ~ JUNE 10, 2019**

*4:30 P.M. Farmersville City Hall
205 S. Main St. Farmersville, TX 75442*

Payments for Approval:

- 1. C & S Media \$317 - April & May, 8" in Farmers & Fleas display ad in Farmersville/Princeton newspaper and In & Around Magazine ¼ page Farmers & Fleas ad*
- 2. Home Grown Plants \$131.04 – Additional plants for the park area*
- 3. Greenville Herald Banner \$198.00 - May and June, Internet Farmers & Fleas and May market day ads*
- 4. Farmersville Grain & Hardware Supply \$13.99 – Farmers and Fleas table tarp*

Total \$660.03

Farmersville Main Street Board

Purpose: The Board of Directors was established to guide and administer the Main Street Program as outlined by the Texas Historical Commission.

Duties:

- Works with Main Street District merchants and property owners to improve the economic vitality and sustainability of businesses within the area.
- Encourages preservation and rehabilitation of the historic commercial buildings within the District.
- Develops promotions and marketing efforts to act as a draw for both residents and non-residents.
- Works with other groups and organizations that have common interest.
- Develops an annual budget to support the Main Street Project for presentation to Farmersville Community Development Corporation, which funds the project.

Time Commitment: Members of the Board attend regularly scheduled meetings that are typically held once per month on the fourth Monday of the month. Depending on the number of items comprising the agenda, a regular meeting may take anywhere from thirty minutes to an hour or so to complete. Additional time must also be spent to study the packet of information and materials related to the agenda. This packet is provided to all Board members prior to the meeting. Board members are required to attend special seminars or training workshops to better prepare themselves in discharging their duties.

Members: This Board is comprised of five (5) members. All are positions appointed by the FCDC (4B). The Code of Ethics requires a one year residency within City, or in the Farmersville Independent School District immediately preceding appointment. Further, an appointee must be a qualified voter of the jurisdiction in which they reside, not be in arrears in the payment of City taxes, utility service charges, or other obligations to the City, and not be an adversary party to pending litigation against the City. The Board elects a Chairperson, Vice-Chairperson and a Secretary/Treasurer.

Term: Three (3) year

Term Max: 1 Term, can be reappointed after one term lapse

Meetings: Regular meetings are scheduled for the fourth Monday of the month at 5:00 p.m. in the Best Community Center.



Boards and Commissions.

If you have always wanted to be a part of the decision-making process in Farmersville, serving on one of the boards or commissions is a great way to get involved.

City government is built on the foundation of concerned and caring citizens becoming actively involved in local government. The members of the various boards and commissions help in setting the direction of Farmersville's future.

Each board or commission has a three year term, except where indicated otherwise, with two consecutive terms maximum. After two consecutive terms on a board/commission a member is eligible for re-appointment to the same board or commission after a one term lapse. Most boards require you to live in the city limits. If you have questions about the residence requirements or other requirements please refer to the City Ordinance or contact City Hall.

All appointees must subscribe to the City's Code of Ethics as adopted by ordinance. **All applications are kept for one year** so there will always be an available pool of interested citizens to fill vacancies that may arise during the year.

The current boards:

- Building and Property Standards Commission
- Farmersville Community Development Corporation Board (4B)
- Farmersville Economic Development Corporation Board (4A)
- Library / Civic Center Board
- Main Street Board
- Parks and Recreation Board
- Planning and Zoning Commission
- Senior Citizens Advisory Committee
- Texoma Housing Partners Board

MEETINGS

Role of the Chairperson: The function of the chairperson is to provide leadership for the group. The chairperson is elected to that position by other board members. Depending on the particular board or commission, there are certain duties and responsibilities that must be performed by the chairperson.

The chairperson can ensure the smooth operation of the board or commission. The chairperson must be strong enough to make certain that the meeting is run by the rules, but democratic enough to use the power and authority of the position wisely. The chairperson's ability to handle meetings will have a significant impact on the operation and effectiveness of the group.

The chairperson must make certain that discussions do not get side-tracked on minor issues and must have the ability to remain focused on the agenda.

The Role of Other Offices: The vice-chairperson will serve as chair in the absence of the chairperson. The respective board or commission determines other officers and the duties of those elected to these positions.

The Agenda: The agenda is prepared by the staff member assigned to each board or commission in conjunction with the chairperson. The agenda, with its supporting information, is delivered to each board or commission member several days prior to meeting.

The agendas for all boards and commissions, including any subcommittees, comply with the 72 hour public posting requirements of the Open Meetings Act.

Parliamentary Procedures: Meetings of the City's boards and commissions are generally conducted under standard parliamentary rules.

Public Hearings: These hearings are open forums that provide an opportunity for the public to express their opinions on a specific issue. Public Hearings are generally conducted in the following manner:

- The chairperson of the board or commission formally opens the public hearing.
- The applicant is provided the opportunity to present his/her request.
- Proponents (those in favor) of the request speak first.
- Opponents (those against) of the request speak second.
- After hearing all who wish to comment on the issue, the proponents are allowed to give a rebuttal and summarize their position, and then the chairperson formally closes the public hearing.
- Members of the board or commission may ask questions at any time of the witness, if recognized by the chair. Board or commission members are encouraged to ask questions even after the hearing is closed. Members of the

public may speak ONLY when recognized by the chair. A time limit for individual speakers may be set by the chairperson, with the agreement of the board or commission members, before the public hearing begins.

- The chair person may ask for a formal motion to close the public hearing.

Signing the Minutes for the Meeting: The minutes of all boards and commissions must be signed by the chairperson and the board secretary once the minutes are approved by a majority vote of the board or commission members.

Meeting Attendance: Every board or commission member is expected to maintain a suitable attendance record. It is important to keep in mind that attendance is very important, and no business can be handled without a quorum. Because attendance is important, the City Council has adopted an attendance policy of no more than three (3) consecutive absences without an excuse for all board and commission members.

The term “meeting” includes all meetings of the board and all meetings of the board’s subcommittees on which the member serves. If a member does not follow the attendance policy set in Ordinance #2002-05, the member can be removed from service by a vote of the City Council. Alternate members are expected to follow the same attendance policy as regular members.

Working with City Staff: Each board or commission member is encouraged to work closely with City Staff and with the staff person assigned to that board or commission. The staff person is assigned to provide general assistance, keep the minutes of the meeting, prepare the agenda packet, provide general information on the associated City department, and to perform limited studies and other services.

Reporting to the City Council: The Council is dependent on each board and commission to make recommendations regarding City projects. It is through the boards and commissions that the Council can receive community input. Each board and commission member is encouraged to communicate their position on an issue, or issues, to the Council and to visit informally at anytime.

On occasion, the City staff is required to prepare an agenda item pertaining to a particular board or commission for Council review. In preparation of such an item, the Staff member should present both the staff position and the board or commission’s position. The position of a board or commission member not voting with the majority on an item should also be presented to Council if requested by the member in the minority position.

It is the desire of the Council to have an opportunity to hear and consider all sides of an issue and receive alternative recommendations to assist in their decision-making process.

Main Street Board: Walk About in Main Street

1. Cello Wrap:
 - a. Needs update to exterior
 - b. Sidewalk repair
 - c. Removal of grass in sidewalk
 - d. Remove barrel on side of building
2. Weeds in tree wells on median... McKinney Street
3. Gazebo:
 - a. Needs painting
 - b. Suggestion of Edison lights and use large spot light only as needed
4. North Park Plumbing: 210 McKinney:
 - a. Suggestion of mural on wall facing McKinney or refresh exterior
 - b. Side area (empty lot) cut weeds clean area, this is the first thing you see coming into square
5. Street P.O. beside mailbox, brick coming up, (dangerous)
6. Post Office:
 - a. Ramp sidewalk.... uneven needs repair
 - b. Grass or gravel behind the hedges (only weeds)
 - c. Side yard hedge and tree trimming (by flagpole)
 - c. Trash, grass and weeds on sidewalks
7. Farmersville Times distribution box faded needs replacing
8. Over Yonder:
 - a. Place trash cans side of building (empty lot)
 - b. Sidewalk repair on corner
9. City parking lot:
 - a. Needs grass sprayed in cracks
 - b. Tree wells need weeding
10. Lot across from Heritage Museum:
 - a. Grass and tree removal
 - b. Broken tiles etc. in drive
11. Jalapenos:
 - a. Rear entrance needs organization, too cluttered
12. Lights outlining building:
 - a. burned out bulbs need to be replace and strands tightened



**Farmersville 2019 Main Street
Annual Downtown Stakeholder Survey**

1. What type of business(es) would you like to see open downtown? Any common requests heard from customers? Please be specific (i.e. if a restaurant, what kind?)

2. What current or potential downtown businesses complement your business?

3. What is your best thing about doing business in downtown Farmersville?

4. What is the most challenging thing about doing business in downtown Farmersville?

5. What changes to downtown public spaces could enhance the image of downtown Farmersville, as a signature destination for both visitors and residents?

6. If you're currently open after 5 p.m. and/or on weekends, would you recommend it to others? If not, why aren't you open after 5 p.m. or on weekends?

7. Which current special events in downtown increase foot traffic in your business and/or sales volume? Please circle your selection(s)
 - a. Farmers & Fleas Market Day
 - b. Audie Murphy Day
 - c. Sparks of Freedom Fireworks
 - d. Old Time Saturday
 - e. Oktoberfest
 - f. Scare on the Square
 - g. Christmas Parade
 - h. Bug Tussle Classic Car Trek
 - i. Other(s) _____

8. Which current special events held outside of the downtown increase foot traffic in your business and/or sales volume?

a. Other(s) _____

9. What types of marketing and advertising do you find to be the most effective and cost effective? Please circle your selection(s).

a. Print ads in local newspapers or magazines

b. Ads and/or promotional posts on Social media sites

c. Business website or other website ads

d. TV or radio spots

e. Direct mail

f. Flyers or coupons

g. Billboards

h. Video promotions

i. Other(s): _____

10. Which Main Street program benefits are most important to you? Please circle your selection(s).

a. Main Street Façade & Sign Grant Program – 50/50 matching reimbursement grant for storefront and sign improvements

b. Free architectural/design assistance through the Texas Main Street Program

c. Quarterly retail/customer service training series

d. Downtown Improvement

e. Other _____

11. What new programs would you like to see the Main Street Program develop?

12. If you had a magic wand, and could change one thing about Downtown Farmersville, what would it be?

13. Please provide any additional feedback/suggestions on how we can better serve you and strengthen downtown Farmersville.

What best describes your downtown stakeholder title?
Please circle your selection(s).

- a. Downtown Property and Business Owner
- b. Downtown Property Owner
- c. Downtown Business Owner
- d. Downtown Business Manager/Worker
- e. Downtown Resident
- f. Other - please explain _____

How many years have you been a stakeholder in the downtown?

- g. <1 year
- h. 1-3 years
- i. 3-5 years
- j. 5-10 years
- k. 10+ years

If you are willing to do so (and this is not required) please provide your name and business/organization name (if applicable).

Are you interested in getting more involved with the Farmersville Main Street Program? Join one of our boards! Boards meet monthly. If you're interested in volunteering, please provide your preference along with your contact info (name, email, phone number) and we'll be in touch. Please circle your selection(s). Here are the two active Boards that support the Main Street Program:

- 1) 4B Community Development Corporation- created by a city election in 1996. It is funded by a ½ cent Type B sales tax. The Corporation operates according to state guidelines, and may fund a variety of economic development and quality of life projects for the community.
- 2) Main Street Board- works to revitalize downtown Farmersville through historic preservation, with an emphasis on four areas: Design, Promotion, Economic Restructuring and Organization.



MONTHLY ACTIVITY REPORT

For the local program, monthly reports are a way to track and document progress of both the program and the downtown revitalization effort. It is also an effective tool to use for updating the board on the program's overall activities and for communicating your progress to stakeholders, such as City Council and other funding entities. For the state office, monthly reports help us provide more direct and effective services by giving us a way to spot trends, challenges, issues etc. The report should reflect BOTH the work of staff and volunteers. While not all programs use the traditional four-committee structure any longer, the work of all programs should still be able to be reflected in the four-point categories below.

CITY: Farmersville

MONTH/YEAR: May/2019

DATE SUBMITTED: June/10/2019

1. Updates on Projects, Activities for the month.

ORGANIZATION:

<i>Dates</i>	<i>Update on projects or activities</i>
May 1, 2019	<ul style="list-style-type: none"> ✚ Worked on Audie Murphy Day Committee minutes as we prepare for the 20th year annual event on June 22, 2019. ✚ Prepared for our Farmers & Fleas event May 4th all week with calls and vendor reservations. ✚ Conducted downtown canvassing of businesses and shops.
May 2, 2019	<ul style="list-style-type: none"> ✚ Met with some of the Audie Murphy day committee members to itemize promotional items in storage.
May 4, 2019	<ul style="list-style-type: none"> ✚ The Farmers & Fleas Market Event was a great success with over 35 vendors participating. We will begin to track the number of visitors moving forward. Weather wasn't too hot!
May 6, 2019	<ul style="list-style-type: none"> ✚ Worked on the Main Street April Board Minutes and submitted the May agenda packet to the City Secretary. ✚ Finalized monthly report for submission to THC.
May 7, 2019	<ul style="list-style-type: none"> ✚ Updated and printed our Audie Murphy Day Veteran invite letters and postcards for distribution and mailing of over 500 potential attendees, state wide.
May 8 & 9, 2019	<ul style="list-style-type: none"> ✚ Attended weekly office staff meeting. ✚ Submitted monthly state report to THC.
May 13, 2019	<ul style="list-style-type: none"> ✚ Continued the work on reviewing & updating the Downtown Shoppers Guide, which is distributed and utilized by numerous shoppers and merchants. ✚ Attended Main Street and 4B Community Development Corporation Board meetings that evening, as the note taker.
May 14, 2019	<ul style="list-style-type: none"> ✚ Continued to identify main street business owners and locations for reporting and statistical methodology. ✚ Worked with City Public Works and local vendor, Homegrown Plants to prepare for planting of flowers on the square and updating our foliage on the square. ✚ Attended City Council meeting that evening.

May 15, 2019	<ul style="list-style-type: none"> ✚ Met with Chad Engbrock to discuss marketing and advertising scheduled for the year with C & S Media and In & Around magazine distributed throughout the surrounding cities. ✚ Attended weekly office staff meeting ✚ Also began Farmers & Fleas review of June vendor reservations.
May 16, 2019	<ul style="list-style-type: none"> ✚ Along with City Public Works, Chamber of Commerce, community and business volunteers, we planted over 30 locations with spring/summer plants to assist in beautifying our main street square and downtown areas. This was truly an all-day event. ✚ Attended the Audie Murphy Day planning committee meeting.
May 21, 2019	<ul style="list-style-type: none"> ✚ Attended and presented to the Farmersville Rotary Club about our Main Street Program and the State & National initiatives in place.
May 23, 2019	<ul style="list-style-type: none"> ✚ Attended the Chamber of Commerce Morning Coffee Meeting. Was able to meet business owners in the city to familiarize myself with everyone and offer any assistance. ✚ Worked on marketing and advertising initiatives, ordering of new banners, table displays, and newspaper and magazine ads to promote Farmers & Fleas and downtown shopping. ✚ Continued facilitating vendors for Farmers & Fleas June 2019.
May 28, 2019	<ul style="list-style-type: none"> ✚ Began working on June monthly state report. ✚ Attended City Council meeting.
May 29, 2019	<ul style="list-style-type: none"> ✚ Printed Audie Murphy Day Promotional posters for distribution. ✚ Attended weekly staff meeting.
May 30, 2019	<ul style="list-style-type: none"> ✚ Attended Heritage Museum meeting brainstorming on various projects to promote and add historical items for visitors.
May 31, 2019	<ul style="list-style-type: none"> ✚ Final planning for Farmers & Flea Market on June 1, 2019, confirming volunteers for assistance and preparing visitor packets. ✚ Cleaned and organized the Best Center which is used for committee meetings and Farmers & Fleas vendors.

PROMOTION:

Dates	Update on projects or activities
May 2019- Present	Wood in Time BBQ/101 B Candy
April 2019-Present	Pieville/ 107 S. Main St.
Feb. 2019-Present	Mathers Coffee Shop & Gifts/204 McKinney
June 2018-Present	Doug Laube (business 1 st floor & residence 2 nd floor)/129 McKinney

May 2019-Present	Brad Hunter (business 1st floor & residence 2nd floor)/111 McKinney
January 2019- June 2019	Hibbitts Ice Cream Shop

DESIGN:

Dates	Update on projects or activities
May 2019	Flowers in the square for spring/summertime beautification.

ECONOMIC RESTRUCTURING:

Dates	Update on projects or activities
Jan-Present 2019	Camden Homes and DR Express home construction is well under way. Many of the homes have already been sold. Also, the Palladium Apartments have already broken ground. Both additions to the city will bring additional traffic to our downtown area.

2. Program Commentary (*list critical issues, problems, and successes/completed projects of the past month*):

Now into my second month, my focus is to determine from visits with business owners, Board members and the city those tasks needing prioritization for completion. I continue to work on updating and processing procedures that will only enhance the program. Those areas include:

- The revision/update of the Farmers and Fleas Manual
- Establish our Core Values as documented on the Annual Criteria 10 report
- Continue to clarify roles, responsibilities and document of the Main Street Manager and the Main Street Board members.
- To develop our Work Plan in collaboration between the Main Street Manager and the Main Street Board.
- Continue to review and enhance the by-laws of the Main Street Board, as necessary.
- Continue to establish positive relationships among the Board and downtown businesses.
- And lastly, identify opportunities for support and collaboration.
- Our overall goal is to ensure that the Main Street Program continues to grow and prosper. I am committed to form and nurture those partnerships as appropriate to help us accomplish all our goals under the Main Street Program, Four Point Approach. Farmersville is a Texas Treasure and we want the Treasure search to start on Main Street.

3. Outlook. Goals and challenges; plans for upcoming major projects such as public improvements etc.: Since my onboarding, I have been able to grasp a better understanding of the role of the Main Street Manager. I am a resource for the business owners to assist in carrying out the visionary approach to revitalization for the downtown area of Farmersville, Texas. My set goals are to create more of a presence of what we can offer to our local community and tourist:

- This will be through the means of social media, advertising and word of mouth.
 - I plan to strategically work with the business owners to ensure their building aesthetic needs are accomplished (if needed), through the assistance of the Board, 4B, the City and the resources available through the Main Street State Program.
 - This also includes the beautification of the downtown area. Such as the appearance and continual cleanliness needed to attract individuals, couples and families to visit more often.
 - Overall working to reinforce Farmersville's' uniqueness of being a Texas Treasure and extract what sets us apart from other places advertised across state borders.
4. **Suggestions for Texas Main Street Center (list suggestions on services or training topics; new resources; questions):**
- Ongoing training: (Volunteer/Team Training, Interpersonal Communication and Conflict Resolution). The training could be completed on line and a Certificate of Completion issued.
 - Continue to send relevant information to assist in maintaining our program initiatives.
5. **Main Street in the News.** *We would love to spotlight your upcoming events in our Main Street Matters e-newsletter, please email mainstreet-reports@thc.texas.gov with the information. We ask that you do not send in events that have already taken place, send in future events for as many months as possible.*
- **Farmers & Fleas Market:** First Saturday of each month at the historic Onion Shed. A combination of farmers market and flea market. Staff set-up starts at 6:30am and Vendor set-up starts at 7:00am. Sales hours are 9:00a.m. to 3:00p.m. For information: 972-784-6846 or see Facebook page: <https://www.facebook.com/Farmersville-Farmers-Fleas-Market>.
 - **Cops and Rodders Car Show:** Hosted by the Farmersville Police Association and Chamber of Commerce. COPS AND RODDERS FARMERSVILLE IS BACK! Last year was great! Come be a part of an even bigger show! Conveniently located at the Farmersville Square. PRE REGISTRATION IS OPEN! First 50 registrations will get a custom challenge coin. Vendors spots are still available if you're interested contact Sgt. Frank Gonzalez at f.gonzalez@farmersvilletx.com, www.rustysbodywerks.com/copsandrodders.
 - **Audie Murphy Day Celebration & Parade:** June 22, 2019 , 7:30 am until 1:00 pm- Audie Murphy Day in Farmersville, Texas began in 1999 as a solemn remembrance of Audie Murphy, the most decorated soldier of World War II, who came home to a hero's welcome in downtown Farmersville in 1945. Today this Main Street Program event draws hundreds and honors our local veterans as well as our "hometown hero" Audie Murphy. Popular activities over the years have included a parade, (complete with local Vets riding in historic vehicles), a brief program giving biographical information about Audie Murphy, a roll call of local veterans, and military exhibits. http://farmersvilletx.com/main_street_2/audie_murphy_day/index.php